

Interviews were conducted Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday from noon to 5:00 p.m., and Sunday from 5:00 p.m. to 9:00 p.m., local time. A five-callback design was used to maintain the representativeness of the sample, to avoid bias toward people easy to reach by telephone, and to provide an equal opportunity for all to participate. When a respondent could not be reached on the first call, subsequent calls were placed on different days of the week and at different times of the day. The survey was conducted in late March through early April 2009. Responsive Management obtained a total of 1,232 completed full interviews.

The survey was limited to only those anglers who satisfied all of the following conditions:

- They were at least 18 years old.
- They had a valid North Carolina fishing license for the 2008 fishing season that included privileges for fishing in public mountain trout waters.
- They fished for brook trout, brown trout, or rainbow trout (collectively referred to as mountain trout) in North Carolina in 2008.
- They fished for mountain trout in Hatchery Supported Waters, Delayed Harvest Waters, or Wild Trout Waters. (Wild Trout Waters encompass Wild Trout Waters, Wild Trout With Natural Bait Waters, Catch and Release Artificial Lures Only Waters, and Catch and Release Artificial Flies Only Waters.)

The software used for data collection was Questionnaire Programming Language (QPL). The survey data were entered into the computer as each interview was being conducted, eliminating manual data entry after the completion of the survey and the concomitant data entry errors that may occur with manual data entry. The survey instrument was programmed so that QPL branched, coded, and substituted phrases in the survey based on previous responses to ensure the integrity and consistency of the data collection.

The analysis of data, excepting the economic analysis, was performed using Statistical Package for the Social Sciences software as well as proprietary software developed by Responsive Management. (The economic analysis methods are detailed in the next subsection of the report.)

Throughout this report, findings of the telephone survey are reported at a 95% confidence interval. For the entire sample of licensed anglers, the sampling error is at most plus or minus 2.77 percentage points. This means that if the survey were conducted 100 times on different samples that were selected in the same way, the findings of 95 out of the 100 surveys would fall